

CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 51

TORONTO 2, CANADA

April 18th, 1931

NORMA SHEARER

in Metro-Goldwyn-Mayer's

STRANGERS MAY

KISS *is the Biggest*

Box-Office News of Months!

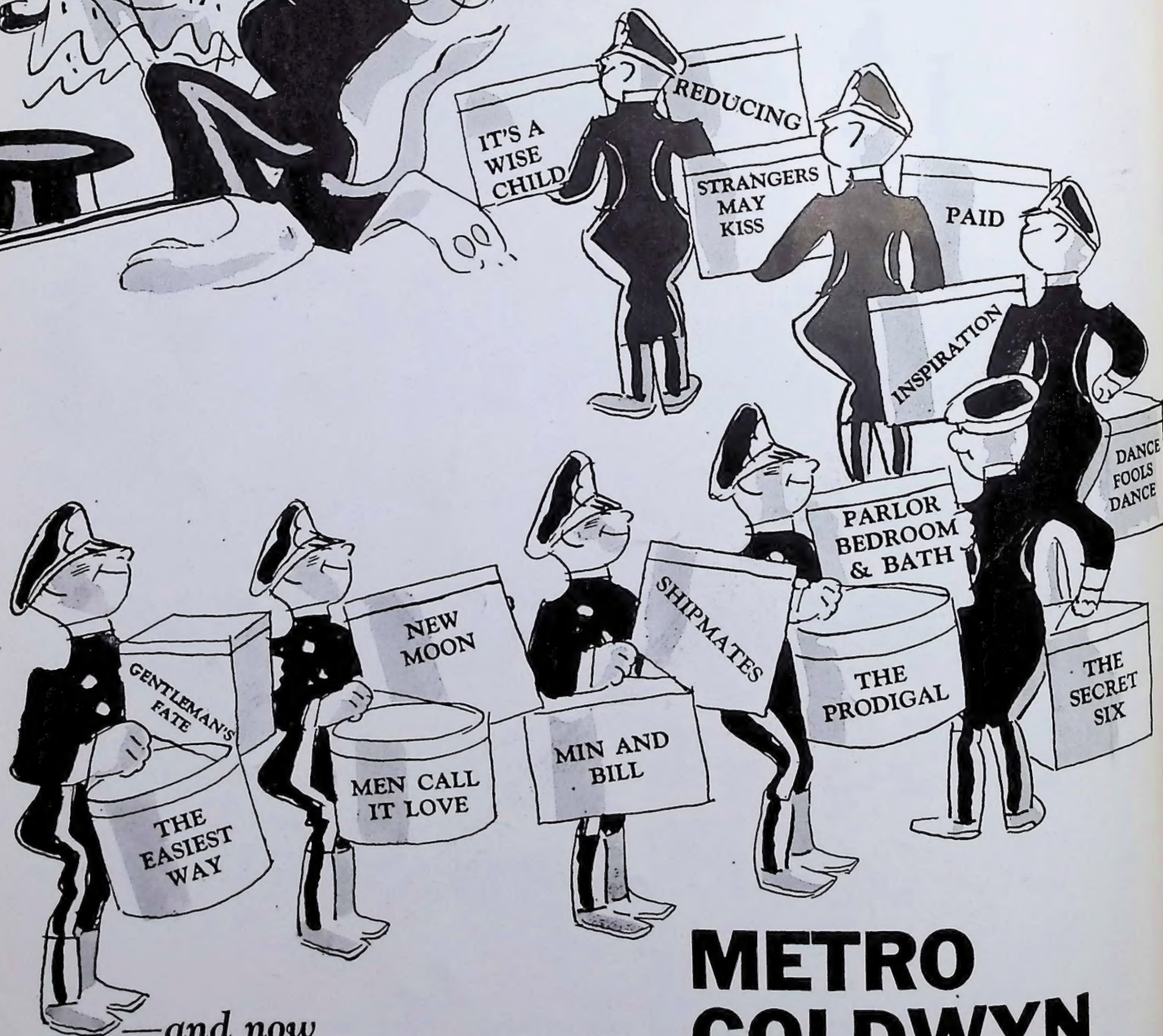
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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2



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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

Vol. 22, No. 51

TORONTO 2, CANADA

April 18th, 1931

"Hail, Hail, the Gang's All Here"



WE CAN HEAR our Industry singing this refrain,
"Hail, Hail, the Gang's all here, what the ———
do we care, what the ——— do we care?"

While over the world, the press, inspired by legislators,
by educational, social, and literary critics, denounce the
"gang" spirit in our Motion Pictures!

There are only two "Gangs" that constitute Entertainment as related to our Industry, Metro-Goldwyn-Mayer's "Our Gang," who established a precedent for box-office value in Short Comedies, and "Roxy's Gang," which was such class that Madam Schumann-Heink, that grand dame of the Concert stage of song, accompanied it on a recent tour which it made.

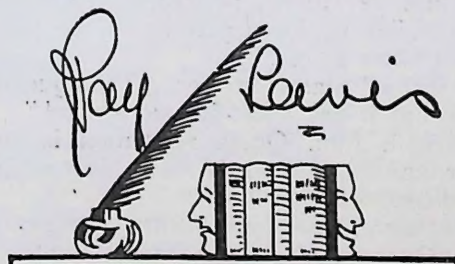
For all the other "gangs" in Motion Pictures, there is only one place we would designate for them, and outside of its Bible use, that place is not a polite word for a polite public to Digest.

Looking at the many varieties of "gangs" served on the "screen's silver platter" to its patrons, we have wondered how we managed to live so long without knowing so much about the multiplicity of crookery; and why our Industry must provide this education!

Long, long ago, we deprecated the epidemic of crooks upon our Screen. We said, "Enough, enough, we have had enough," but the gang pictures gave birth to more crooks and gangs; and now there is no longer an underworld for Gangdom, it's all on the surface, and we, who have had occasion to turn corners without the fear of facing a gun, or hailing a taxi without the fear of being taken to Gangland, are wondering where is the dividing line, between Truth and Fiction; and if the world has really gone as bad as the gang dramas would have us believe?

Certainly, we must have thrills, sensation, action upon the screen, but is your life, and your neighbor's, and your neighbor's neighbor, all "flat, stale and unprofitable," since they have not had the sensation of being "held up" by a gang?

Surely in the life of the average citizen, free from gangdom, is the comedy, and tragedy, which should make entertaining story material for the screen.



Motion Picture Daily, States "Canadian Copyright Act Pleases Nobody," but Canadian Exhibitors Look Pleased.

RALEIGH



RAY LEWIS

PRESENTS

WE HAVE never commented editorially upon the quality of Northern Electric equipment, since we, being possessed of that human failing, accept quality as a natural course.

Therefor, the quality of Canadian Northern Electric's installations has not been presented through our editorial pages, and yet it is gratifying, and only fair to Northern Electric, to report that all the exhibitors with whom we come in daily contact, and with whom we are in correspondence, state, "My theatre is equipped with Northern Electric," indicating that the sound equipment is perfect, and indicative of the fact that these exhibitors are operating a first-class theatre, equipped for presenting the best pictures on the market.

EXHIBITORS have informed The Digest, that Colonel Cooper rounded up a group of them to call upon the Hon. A. E. Dunlop to protest against the introduction of a British-Film Quota Bill. The deputation then paid a visit to the Parliament Buildings, Toronto, accompanied by Mr. Burnett, Secretary of the Toronto Film Board of Trade. The information was to the effect that the introduction of a British Film Quota Bill would react to the disadvantage of the Canadian exhibitor, since the public did not care for British films. Some of the exhibitors complained about English pictures they had not seen, nor played.

The Digest has information to the effect that "Young Woodley," the British International picture, played the Dominion, Vancouver, to capacity business; and Manager Walton of the National Theatre, Toronto, informs us that he broke all the records of his theatre attendance with "Not So Quiet On The Western Front," and that following this British feature, he played on April 8th, "London Calling," another British International, and beat the other record established. We do not place the latter pictures in the class of the new English releases.

A PROPOS of the British Film Quota, when it was first introduced in England, deputations of exhibitors were formed to register their objections. The "Cinema" of London, England, reports, "When the Quota Act was first passed, all sorts of trouble was foreseen by the pessimists. Exhibitors would be ruined, producers would be ruined. It was impossible to force patrons to see pictures that they did not want to see."

"The Cinema" states further, "The Quota Act did some harm, but it has done far more good."

"The British Film Quota regulation is now in its fourth year, and one picture in every eight released must now be British."

"But now that the Industry has got used to the Quota, and the benefits are more than

apparent, British exhibitors, who were the biggest complainers when the Quota Law first came into force have passed resolutions welcoming British pictures."

"Mr. Hutchinson, Chief of Fox, recently said that his company had made big profits with British films during the third quota year."

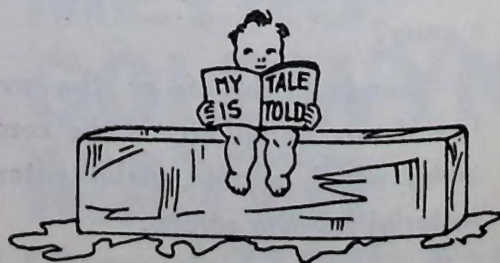
The editorial concludes with "and the most healthy sign of all is the fact that exhibitors themselves, the people who had most cause to be afraid of the Quota Act have learned to welcome British pictures as box-office winners."

"THE DAILY FILM RENTER," another English trade paper, has an editorial, headed, "Canada and Quota," and states, "There seems a distinct possibility that Canada, or at any rate, certain provinces of Canada, will follow New Zealand and Victoria, and institute a British Quota system. The experiment, if it is attempted, will be watched with the keenest interest by producers here, who have discovered, despite the many criticisms levelled against the Quota Act, that careful legislation can do much to build up the Industry, and improve the general standards of production."

"The Quota suggestion for Ontario follows closely on the heels of the Royal Commission which was recently set up to inquire into charges to the effect that British entertainment was debarred from getting a fair break in the Dominion through the operations of an outside monopoly. If these charges are substantiated, the Quota Act should prove the most efficient means of counteracting such influences, and it should be possible to operate it in conjunction with the Quota Act here. Its adoption may also be regarded as a gesture of faith in the future of British production and that in its widest Empire sense."

LONDON TIMES Film Review, 1930, praises British Film development, and Quota results, as acquainting the people with British productions, the knowledge having built up a large British Film patronage.

A report from London, England, states that under the suggestion of Premier Ramsay Macdonald, there will be an investigation into an alleged monopoly of the British Film Industry.



Hays Representative Heads Exhibitor Delegation Provincial Parliament To Protest British Film Quota Act Here!

The New Film on Broadway

By Betty Ross

"**P**ARLOR, BEDROOM AND BATH," adapted from the stage comedy, directed by Edward Sedgewick, produced by Metro-Goldwyn-Mayer. Starring Buster Keaton and Charlotte Greenwood.

Mr. Keaton's latest vehicle is a riotous affair. Adapted from the stage play of the same name, "Parlor, Bedroom and Bath," it is as if written for Buster's talents, for Keaton is the acknowledged king of poker-faced slapstick.

When wholly by accident and not through common-sense, he comes in out of the rain, the ensuing flood he wrings out of his clothing, is enough to drown an audience with mirth. When a young man is so shy he doesn't even know how to kiss, it is very funny to watch him getting into compromising situations with pretty women.

A hair-raising time comes into the life of a heretofore uninteresting little poster hanger on telegraph poles. It all comes about when Jeffrey Haywood (Reginald Denny) whose proposal is turned down by Virginia Emprey, played by Sally Eilers, goes wild and lets his automobile run down the harmless little ad. hanger. The reason for Virginia's refusal is due to the fact that she prefers to wait until her older sister Angelica is engaged, Angelica being five years older than she. Played by Dorothy Christy there is hardly need for worry that Angelica will be a spinster but Virginia takes no chances. She wants to see her a fiancée first. And of all eligible young men, Angelica falls for block-headed Reginald Irving (Buster Keaton) and is jealous of other women where he is concerned.

Both Mr. Keaton and Miss Greenwood exhibit tireless energy and amazing acrobatic abilities. Mr. Denny makes a handsome if impatient lover. But who can blame him since Sally Eilers is so pretty?

Anyway, it is a Buster Keaton picture and that is reason enough for not wanting to stay away from "Parlor, Bedroom and Bath."

* * * *

"**T**HREE ROGUES," based on the novel, "Over the Border" by Herman Whittaker. Produced by Fox Film Corp. Directed by Benjamin Stollhoff. Starring Victor McLaglen and Fay Wray.

"Three Rogues" is disarmingly naive and sentimental. This is a story of three bad men and a good girl in the days of the Dakota land rush. Children will revel in it. The audience stamped and shouted when Victor McLaglen wrecked a saloonful of enemies alone, in his search for the girl who had been spirited away. He knocked his opponents around like so many sticks and smashed down doors as if they were made of paper. We laughed until our sides hurt when the three bad men — sought in sixteen states for their criminal activities, awkwardly made love to the slip of a girl they protected. And we held our breath as we watched fearfully how Mr. McLaglen fought with the villain at the edge of a cliff.

The three bad men were indeed tough fellows. That was before they accidentally fell in with Lee Carleton (played by the charming Fay Wray). Bull Stanley (Victor McLaglen) was a bank robber. Ave Beaudry (Lew Cody) was a Mississippi gambler, and Broncho Dawson (Eddie Gribbon) was a cattle thief who knew women and knew also that they "couldn't be trusted as far as could throw a prairie wagon."

All fugitives from the law, they meet in the unsettled Dakotas and join forces. Having nothing at hand, they are about to seize a helpless wagon when another band with the same intentions as theirs, appears to give battle. After the smoke has cleared, Bull is meekly driving that wagon for pretty Lee Carleton left alone in the wilderness by her father's death. Ace and Bronco humbly bring up the rear.

A villain turns up in the person of Robert Warwick, of old stage fame, who is after the gold mine the girl owns. After that it becomes a battle between the three bad men and this real bad man. He is finally vanquished by Bull in the fight on the cliff. At this opportune time the sheriff must needs appear and the three rogues depart in haste, leaving the girl they so gallantly defended in the arms of her boyhood sweetheart.

100 percent nonsense, it still evoked the same response from the adult audience that it did from the children, namely much stamping and shouting. The acting was highly satisfactory and made the production thoroughly enjoyable all around.

Ontario British Film Quota Act Is Hon. A. E. Dunlop Bill

No. 156

1931

B I L L

An Act to amend The Theatres and Cinematographs Act.

HIS MAJESTY, by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:

1. This Act may be cited as *The Theatres and Cinematographs Act, 1931*.

2. Section 2 of *The Theatres and Cinematographs Act* as amended by section 3 of *The Theatres and Cinematographs Act, 1930*, is further amended by inserting after the word "matter" in the thirteenth line, the following words: "requiring that a proportion of the films available for distribution to exhibitors, and the films exhibited in each theatre, shall be of British manufacture and origin, and fixing such proportions on a monthly or yearly basis."

Northern Electric Installation On Empress of Japan



The Voice of Action, the popular term among the Industry for Northern Electric Sound Systems for talkies, has just added another to its list of notable achievements in getting itself selected by the Royal Family of Siam to furnish them entertainment on the Empress of Japan during their crossing to Vancouver where they en-train for New York crossing Canada enroute.

A special installation of a portable equipment and a selection of feature films was added to the equipment of the great white "Grayhound," of the Pacific when it was known that the Royal Passengers were ardent patrons of the "Talkies."

The Hon. C. H. Cahlan's Proposed Amendment To Copyright Act Still Demands Registration of Copyright Assignments at Ottawa.

"City Lights" Lighting Up Toronto

"City Lights" has been held over at Loew's, Toronto, for a second week. It is a long time since Loew's had occasion to hold over a picture; and according to "Bernie" and our recollection, it is the first time the box-office of any theatre in the city of Toronto has been obliged to open up at 9.30 a.m. in order to accommodate the public's demand for seats.

"Come early and avoid the rush" is not bunkum here. You have to come early, for Chaplin has another "Gold Rush" to the box-office in "City Lights" and this record is not only exclusive for Toronto, but Montreal is holding "City Lights" for a third week.

Your editor has seen the picture three times, just to get a laugh. There has not been so much in our Infant Industry to make your editor laugh recently, nor have general conditions been an occasion for laughter. So along comes Charlie Chaplin to make us forget our real and imaginary troubles; and starts the world a-laughing again with his sheer nonsensical antics, just as he did when the World was in the throes of a World War!

The high-brow critics are still at it, declaiming in four and five syllabled words of the "ultimate heights of spiritual nobility" reached by Chaplin in "City Lights"

As we say in our elegant parlance, "Take it from me exhibitors," the "spiritual nobility" is the "bunk," but the hokum, the glorious, hilarious; effervescent, humorous hokum is there; and as my boy and his chum said when they left Loew's, "We laughed until we cried."

RAY LEWIS,

Editor, Canadian Moving Picture Digest.

Toronto Theatres

LOEW'S—Manager Jules Bernstein—Charlie Chaplin in "City Lights." It is a silent picture with sound effects. Chaplin is a poor tramp who has befriended a blind flower girl. He saves a drunken millionaire from committing suicide, but the man, when sober, does not recognize him. One evening, while he is drunk, he gives Chaplin \$1,000 for the little blind girl. Charlie is accused of stealing the money, but manages to get it to the girl. After he comes out of prison, one day passing the flower shop, he is overjoyed to find that the girl is no longer blind. Feeling sorry for the poor tramp, whom she does not recognize as her benefactor, she gives Chaplin a flower, and touching his hand recognizes him. The part of the little blind girl is played by Virginia Cherrill, who is perfectly cast in that role. The picture is an extremely good comedy, though there are several dramatic moments. It is a United Artist picture, directed by Charlie Chaplin.

UPTOWN—Manager Tom Daley — "Fighting Caravans," a Paramount picture, starring Gary Cooper. This picture through a lack of human interest does not hold the interest of the audience. It is a pioneer story somewhat like "The Covered Wagon," and relates the troubles of the pioneers, who set out to go to Sacramento, with their caravans laden with provisions. They are attacked by Indians, and the scene showing the defense of the caravans is very good. Lily Damita and Gary Cooper supply the love interests of the picture. It is a Zane Grey story directed by Otto Brower and David Burton.

TIVOLI—Manager Jimmy Lynch — The second successful week for the Paramount picture, "Dishonored," with Marlene Dietrich.

IMPERIAL—Manager H. V. Knevels—A Paramount picture, "Honor Among Lovers," co-starring Claudette Colbert and Frederic March. The heroine, Claudette Colbert is the secretary to Frederic March, the hero, who is trying to persuade her to become his mistress. Although she loves him she will not accept this position.

She marries a stockbroker, Monroe Owsley, and is not particularly happy with him. He loses a lot of money speculating, not only his own money, but some belonging to other people, and when his wife goes to March to borrow the money, in order to save him from prison, he accuses her of being unfaithful. She leaves him, and crazed he goes to March and by an accident shoots him. However, he is freed as March will not prosecute. The last scene shows the heroine leaving with the hero. It is capably directed by Dorothy Arzner.

SHEA'S—Manager Jerry Shea — A Metro-Goldwyn-Mayer picture, "The Great Meadow," with Eleanor Boardman and John Mack Brown. It is an historical picture, showing the suffering and deprivations of a band of pioneers who go to seek the Great Meadow of Kentucky. Eleanor Boardman and John Mack Brown are the young couple, just married who join the band. It is a picture of distinct merit, and has received favorable press comment. Directed by Charles Brabin.

The Kent Theatre Lindsay, Remodelled

The little theatre at the foot of Kent Street, Lindsay, Ont., known for the past twenty-five years as "Wonderland," has been entirely remodelled. After having been closed for about three months the new theatre opened its doors on March 19th under the name of "The Kent." A sound equipment has been installed and a great many improvements made which makes it very modern in every respect.

The Kent is still owned and operated by the Misses Edmonds, who, with their father, the late F. C. Edmonds, carried on the business successfully for years as a silent house.

FOR EXCHANGE

Pacnet Disc Equipment, complete with amplifier, baffle boards, speakers and generator set. An ideal equipment for a 400 (four hundred) seat theatre. Will exchange for summer cottage or lake frontage on any good lake not too far from Toronto. Address NATIONAL THEATRE, 373 YONGE ST., TORONTO, ONT., giving all particulars and location of anything you have to offer.

Super Reflector Arc Carbons

The new National S.R.A. Carbons are now available and in stock for immediate shipment. These carbons, made only in 8mm x 8" Negative, and 12mm x 8" Positive, are impregnated with material providing high current carrying capacity in order that the ordinary reflector arc lamp may be utilized to provide more illumination, if required, using from 30 to 40 amperes. These carbons are in sets of one 8mm. and one 12mm. per set and there are 50 sets to a package priced at \$9.10. Further information will be cheerfully forwarded.

SPRING CLEARANCE

8 — **Celco Mazda Units** with Jefferson Regulators and Ammeters, Cinephor Condensers and Reflector, Spare Quick Change Socket, and 900w. 30v. T-20 Projection Lamp. Specially suitable for the small theatre, providing clear, steady, brilliant light. For Powers or Simplex Projectors, new stock, each, to clear.....\$99.50

11 — **A.C. Projector Speed Indicators** for Powers, Simplex or Motiograph Projectors. Attach to front revolving shutter shaft, mount on front booth wall indicating constantly the variation from 90 feet per minute. New stock, to clear, each \$11.90

"Courtesy With Service"

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Sam Smith, English Producer, London representative Regal Films arrived in Toronto Conference Henry Nathanson.

Round About the Studios

Dolores Costello's first starring picture under her new contract with Warner Bros., "The Passionate Sonata," started production yesterday at the Warner Studios in California. This is the picture that will bring Miss Costello back to the screen after an absence of nearly two years, following her marriage to John Barrymore.

Marking his thirtieth comedy for RKO Pathe within the past twelve months, Charles Younger, sound recording expert, has completed work on "Rough House Rhythm," a two-reeler directed by Harry Sweet.

Sally Blane and Joyce Compton have been assigned to the cast of "Misbehaving," Fox Film production featuring Victor McLaglen and Jeanette MacDonald.

"Trader Hound" replaces "Trader Airedale" as title of the newest production in M-G-M's "talking dog" comedy series. In this new comedy, Jiggs, Buster and the other intrepid canines of the Culver City studio will follow Trader Horn to the heart of the African jungle under co-direction of Zion Myers and Jules White.

Another of the famous "Cohens and Kellys" series will be made with George Sidney and Charlie Murray for next year's Universal program. The "Cohens and Kellys" subject is unique in moving pictures. It is the only feature which continues over from year to year with unimpaired interest and with ever-increasing box-office results. Next year's "Cohens and Kellys" series will be entitled "The Cohens and Kellys in Hollywood."

So successful was Edward Brophy in directing Buster Keaton in French that he's now doing it in German. Brophy is directing the Metro-Goldwyn-Mayer star in the new German production of "Parlor, Bedroom and Bath" as he did the French. Brophy, a unit production manager, has acted with Keaton in all his English language pictures at the Metro-Goldwyn-Mayer studios.



Joan Crawford, Metro-Goldwyn-Mayer star, appearing in "Girls Together."

RKO Pathe will release twenty-two short subjects in April. Among these shorts are four two-reel comedies, "Rough House Rhythm," "Three Wise Clucks," "Frozen Face" and "Chasing Trouble;" two Vagabond Adventure pictures, "The Call of Mohammed" and "Hurricane Island;" two Grantland Rice Sportlights, "Tennis Topnotchers" and "Hunting Thrills;" two Aesop's Sound Fables, "Cinderella Blues" and "Mad Melody;" eight issues of Pathe News and four issues of Pathe Disc News.

William Collier, Jr., seen on Broadway recently in "Cimarron" and "Little Caesar," has been signed by Samuel Goldwyn to appear opposite Nancy Carroll, borrowed from Paramount, in "Street Scene," the Elmer Rice Pulitzer Prize play.

At Twickenham Studios, "A Night in Montmartre" is well under way under the direction of Leslie Hiscott who has, incidentally, just added Edmund Willard to his cast.

Robert Young has been added to the cast of the new Charlie Chan mystery story, "The Black Camel."

Exterior scenes for the picture are being made in Honolulu under the direction of Hamilton MacFadden. Principals include Warner Oland, Sally Eilers, Victor Varconi, Bela Lugosi, Dorothy Revier, William Post, Murray Kinnell, J. M. Kerrigan, Otto Yamaoka, Rita Roselle, Mary Gordon and Violet Dunn.

Jack Neville, whose most recent big picture adaptation is "Trader Horn," was signed recently by Carl Laemmle, Jr., to scenarize "A Lady of Resource." This Arthur Somers Roche story, which created a sensation when it was serialized in Collier's, will be a new season Universal special, with Edward Laemmle directing.

Lily Damita, imported from Paris two years ago by Samuel Goldwyn to appear opposite Ronald Colman in "The Rescue," has signed a new contract which will prolong her services with Goldwyn for three years more. The first contract expired last week.

Warner Bros. have already selected the story which will be Constance Bennett's second starring vehicle under her long-term contract with the company. It bears the title "The Dangerous Set." Miss Bennett will first appear in "Bought," which is soon to start production. "Bought" has been adapted by Charles Kenyon and Raymond Griffith from the novel, "Jackdraws Strut," by Harriet Henry. It will be directed by Archie Mayo. Ben Lyon will play the leading masculine role.

Susan Fleming, former Ziegfeld beauty, recently "discovered" by Columbia Pictures, will play her first role for the company opposite Eddie Buzzell in "Kings or Better," the latest short subject in the company's "Specialties" series. "Shooting" on the picture will begin immediately, under the direction of Buzzell, who wrote the dialogue and enacts the starring role in the film as well.

Jean Hersholt, veteran character actor, has been awarded one of the important roles of the year at the Metro-Goldwyn-Mayer studio, that of Greta Garbo's Swedish uncle in "Susan Lenox: Her Fall and Rise," now under way at the coast.



ODDITIES IN STRANGE LANDS and thrills galore are offered in the Vagabond Adventure pictures made by Van Beuren for Pathe

That play by Thompson Buchanan called "As Good As New" will be produced by First National with Dorothy Mackaill as the star. The piece is described as a farce comedy of modern married life. It is the story of an engaged girl, who, disillusioned about matrimony by the incompatibility and mutual infidelity of her parents, decides not to risk her happiness in marriage. Her decision arouses the latent sense of responsibility in the mother and father. The solution of the various problems is the meat of the play. The adaptation has been assigned to Robert Presnell and Walter DeLeon.

Ruth Selwyn's first assignment, under her recently announced M-G-M contract, will be the part of Midge, a society debutante, in Marion Davies' new starring film, "Five and Ten." Robert Z. Leonard is directing this picture, from Fannie Hurst's popular novel of the same name.

Following her return to the Fox Film Studios after a three months engagement on Broadway, Lois Moran was assigned to a dramatic part in "Transatlantic." Her first talking picture before she left to play the lead in the stage play, "This Is New York," was "The Dancers."

George Fitzmaurice again will direct Ronald Colman in his next picture, "The Unholy Garden," which is the latest output of Ben Hecht and Charles MacArthur. Samuel Goldwyn will be the producer, and the picture will be released by United Artists.

William Powell, now a Warner Bros. star, whose first vehicle under his new long-term contract will go into production within the next two weeks, is taking an active part in the selection of the cast. The list of players is now almost complete and will be announced in a few days. Alfred E. Green will direct the picture, which has been adapted by Roland Pertwee and J. Grubb Alexander from a script by Mr. Pertwee.

In Columbia's "The Miracle Woman," Sam Hardy and Barbara Stanwyck are re-united for the first time since "Mexicali Rose." Incidentally, "Mexicali Rose" was Miss Stanwyck's first Columbia picture.

Star's Financial Column States F.-P. Annual Report Does Not Carry Same Amount Interest Because of Paramount-Publix Exchange of Shares.